REMARKS

Claim Amendments

Claims 1-31 were pending in the present application prior to this response. With this response, the Applicant amends claims 1, 9, 11, 13, 15, 17-20, 27, 29, and 31 and cancels claims 4, 5, 25, 26, 28, and 30. The amendments to the claims are supported by the application as filed. For example, page 23, lines 18-25, and page 44, lines 3-16 of the application as filed support the amendments. All amendments are made without prejudice and the Applicant reserves the right to re-introduce amended or canceled subject matter at a later date.

Claim Rejections – 35 USC § 102(e)

In the Office Action dated June 20, 2008, the Examiner rejects claims 1-31 as being anticipated by Abecassis (U.S. 2001/0041053).

Claims 4, 5, 25, 26, 28, and 30

Claims 4, 5, 25, 26, 28, and 30 have been canceled; therefore, the rejection against claims 4, 5, 25, 26, 28, and 30 is moot.

Claims 1-3 and 6-24

Claims 1-3 and 6-24 include, *inter alia*, the limitations:

> *"an identification information transmitting device which transmits the acquired identification information to the information providing apparatus via the network when the program information recorded on the recording medium is reproduced but does not transmit the identification information if the related information corresponding to identification information of the program information is already stored in the memory"*
>
> *"a related information transmitting device which transmits the related information to the information reproducing apparatus via the network if the identification information was received by the identification information receiving device"* and

> *"wherein the information reproducing apparatus is adapted such that if the presentation permission information is received from the information providing apparatus then the user presenting device reads from the memory the related information corresponding to the received presentation permission information and presents the related information to the user".*

The Applicant submits that the above limitations are not taught or suggested by Abecassis. The system of Abecassis does not transmit the segments (see 725 of figure 7C) until after the password is checked (see 705 of figure 7A) and privileges are enforced (see 715 of figure 7B) and appears to always transmit the segments so long as the password and privileges are in line. There is no teaching of "*the user presenting device reads from the memory the related information corresponding to the received presentation permission information*" where "*an identification information transmitting ... does not transmit the identification information if the related information corresponding to identification information of the program information is already stored in the memory.*" In other words, the claimed system does not send identification information in order to retrieve related information if the related information is already in the memory. The Abecassis system always retrieves the information. Since there are limitations in the claims not taught or suggested in Abecassis, the Applicant respectfully requests that the rejection against claim 1 and the claims depending on claim 1 be withdrawn.

Claims 27 and 29

Claims 27 and 29 recite, in part:

> *"an identification information transmitting device which transmits the acquired identification information to the information providing apparatus via the network when the program information recorded on the recording medium is reproduced unless the related information corresponding to identification information of the program information is already stored in the memory"* and
>
> *"wherein the information reproducing apparatus is adapted such that if the presentation permission information is received from the information providing apparatus then the user presenting device reads from the memory the*

related information in the received presentation permission information and presents the related information to the user"

The Applicant submits that the above limitations are not taught or suggested by Abecassis. As shown in the argument for claim 1, the system of Abecassis does not teach "*an identification information transmitting device which transmits the acquired identification information to the information providing apparatus via the network when the program information recorded on the recording medium is reproduced unless the related information corresponding to identification information of the program information is already stored in the memory*" (underlining added for emphasis). Since there are limitations in the claims not taught or suggested in Abecassis, the Applicant respectfully requests that the rejection against claim 27 and the claims depending on claim 27 be withdrawn

Claim 31

Claim 31 contains, *inter alia*, the limitations:

"transmitting the acquired identification information from the information reproducing apparatus to the information providing apparatus via the network when the program information recorded on the recording medium is reproduced, unless related information composed of at least any one of accompanied information related to the program information and advertisement information associated with the identification information is already stored in a memory of the information reproducing apparatus"

"in response to receiving the identification information transmitted from the information reproducing apparatus, transmitting the related information from the information providing apparatus to the information reproducing apparatus via the network" and

"if the presentation permission information is received from the information providing apparatus in the information reproducing apparatus, reading from the memory of the information reproducing apparatus the related

information corresponding to presentation permission indicated in the received presentation permission information and present the related information to the user"

The argument used for claim 1 can be used, *mutatis mutandis*, for claim 31. Since there are limitations in the claims not taught or suggested in Abecassis, the Applicant respectfully requests that the rejection against claim 31 be withdrawn

The Commissioner is authorized to charge any additional fees that may be required or credit overpayment to deposit account no. 12-0415. In particular, if this response is not timely filed, then the Commissioner is authorized to treat this response as including a petition to extend the time period pursuant to 37 CFR 1.136(a) requesting an extension of time of the number of months necessary to make this response timely filed and the petition fee due in connection therewith may be charged to deposit account no. 12-0415.

I hereby certify that this correspondence is being electronically transferred to the USPTO via EFS on

December 19, 2008
(Date of Transmission)

Joanna Sosa
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